2004-2013 Business Plan
Sport Branch
Ministry of Small Business and Economic Development

The Sport Branch facilitates and guides quality opportunities in, and impacts of, sport and physical activity in British Columbia through the development of public policy, effective inter-governmental relations, contracts and performance measurement systems.

The Branch's two broad goals are to promote and support 1) sport and physical activity for all and 2) opportunity to achieve. The Branch works with sector partners and other governments (and ministries) to identify and address systemic issues and opportunities related to these two goals.

The Sport Branch funds the 2010 LegaciesNow Society to deliver programs and services to organizations, athletes, coaches, participants, volunteers and others involved in sport and physical activity. This independent Society was established to help ensure the 2010 Olympic and Paralympic Games benefit sport, culture and literacy efforts throughout the province.

Goals of the Sport Branch include:

- Provide oversight for the sport development function of the 2010 LegaciesNow Society to ensure this government investment:
  - improves development and competition opportunities for young athletes and for high performance sport
  - contributes to broader health, economic and social public policy objectives.
- Develop and maintain partnerships with other Ministries, orders of government, stakeholders and the private sector in order to align priorities and bring new resources to BC's sport and physical activity sectors.
- Support the 2010 Vancouver Olympic and Paralympic Winter Games.
- Provide oversight for government investment in major sport event hosting.
- Ensure that accountability mechanisms such as contract deliverables, program standards and evaluation tools are current and result in desired effects.
- Through policy, strategies and alliances, contribute to the provincial target of reducing physical inactivity by 20% by 2010.

Goal	
Ensure government's investment in sport and physical activity promotes and supports opportunities for all British Columbians to participate and achieve.	
Objectives	**Strategies**
Develop and implement public policy and strategies that support improved sport and physical activity opportunities	▪ Provide oversight to government investments (e.g. major sport event hosting, 2010 LegaciesNow) to ensure consistency with policy and government's priorities and objectives. ▪ Partner with other Ministries, levels of government and other agencies to align priorities and bring more resources to sport. ▪ Maintain representation on national (F-P/T) committees and initiatives
Support athletes, coaches, provincial and multisport organizations.	▪ Transfer program and funding responsibility to 2010 LegaciesNow Society in order to facilitate more innovation in bringing new resources to sport and physical activity. ▪ Prepare highly competitive BC teams for national multi-sport Games.
Contribute to provincial target of reducing physical inactivity by 20% by 2010.	▪ Partner with other Ministries, levels of government and other agencies on physical activity initiatives in the school, community and organized sport settings. ▪ Research and review data to identify trends, opportunities, performance, best practices, etc.

Resources Required	**Operating Expense**		
	2004-05	2005-06	2006-07
FTEs: 7	$10.3 million	$13.4 million	$13.4 million
Performance Measures	**Performance Measures**		
	2004-05	2005-06	2006-07
Programs and funding are transferred to 2010 LegaciesNow Society	Transition year - $8.2 million was transferred; - HostingBC program is developed and implemented.	Game Plan BC (plan for high performance) is implemented. - regional HostingBC grants	Continued implementation of Game Plan BC. - regional HostingBC grants
Branch works with Ministries of Health Services, Education, and other Ministries on government wide health initiative. (with 2010 LegaciesNow as key programs deliverer)	Action Schools BC pilot project is successfully completed and launched province-wide. 150 schools in program. Physical Activity indicators developed.	Action Schools BC in 300 schools. Active Communities and BC Babies programs implemented.	Action Schools BC, Active Communities and BC Babies initiatives sustained.

Performance Measures	Performance Measures		
	2004-05	2005-06	2006-07
Prepare highly competitive Team BC for national games through development of mission staff, overseeing Team BC administration, supporting sport health (through LN funding).	Preparation for 2005 Canada Summer Games. (appointing and training mission staff, contracting through LN for sport science and medical support)	Team BC places 2nd at 2005 Canada Summer Games. .	Team BC places 3rd at 2007 Canada Winter Games. Team preparation for 2007 Western Canada Summer Games and 2008 North American Indigenous Games.
Aboriginal Youth FIRST, SportSafe, External Sport Credit Program increases access for British Columbians to participate in sport.	Aboriginal Youth FIRST initiative implemented, SportSafe and External Sport Credit programs expanded.	Aboriginal Team BC selected and prepared for 2006 North American Indigenous Games; 350 to 500 participants in each program component; SportSafe injury prevention module completed, continuation of External Sport Credit program.	Initial preparation of Aboriginal Team BC for 2008 NAIG; SportSafe program expanded to include safe supplementation, continuation of External Sport Credit program.
Bilaterals established between BC and Yukon Territory; BC and Alberta	Joint sport tourism marketing and info sharing network (Alta and Yukon); training reciprocal agreement with Calgary	Joint sport tourism marketing and info sharing network (Alta and Yukon); training reciprocal agreement with Calgary	Joint sport tourism marketing and info sharing network (Alta and Yukon); training reciprocal agreement with Calgary
Increased federal resources for British Columbia's sport system.	Branch staff on Interprovincial Sport and Recreation Council; F-PT Sport / F-PT Physical Activity and Recreation Committees. Sport Participation bilateral agreement developed and funding ($668,720) distributed to participating PSOs.	Sport Participation bilateral implemented ($668,720) . Participation increases by 2%. Staff continue to take leadership roles @ various F-P/T tables.	Sport Participation bilateral implemented ($668,720). Participation increases by 2%. Staff continue to take leadership roles @ various F-P/T tables.

Performance Measures	Performance Measures		
	2004-05	2005-06	2006-07
Branch staff work in partnership with other Ministries to ensure sport interests are considered in government decision-making.	Increase (or maintenance) in government resources going to sport through gaming, infrastructure, community, school funding. Government resources and activities (other ministries) are aligned with *BC's Policy on Sport and Physical Activity* and Branch strategies. Branch staff work with Gaming Branch on aligning sport priorities with gaming revenue distribution.	Increase (or maintenance) in government resources going to sport through gaming, infrastructure, community, school funding. Tax incentive options explored. Government resources and activities (other ministries) are aligned with *BC's Policy on Sport and Physical Activity* and Branch strategies.	Increase (or maintenance) in government resources going to sport through gaming, infrastructure, community, school funding. Government resources and activities (other ministries) are aligned with *BC's Policy on Sport and Physical Activity* and Branch strategies
Provide oversight and staff expertise for government's investment in international hosting efforts.	Successful staging of 2004 World Junior Badminton Championships 2005 World Snowboarding Championships Games.	Successful staging of 2005 World Curling Championships 2005 Sovereign Lake World Cup 2006 World Junior Hockey Championships	Ongoing preparation support to 2008 North American Indigenous Games; 2009 World Police and Fire Games; outreach for 2006/2008 Olympics/Paralympics
British Columbia hosts 2011 Western Canada Summer Games	Sports are selected for inclusion in 2011 Western Canada Summer Games	Bid package is prepared and BC community is selected for 2011 Western Canada Summer Games	Host community is provided funding and guidance for 2011 Western Canada Summer Games preparation

Resources Required	Operating Expense		
	2007-08	2008-09	2009-2010
FTEs: 7	$12.9 million	$12.9 million	$12.9 million
Performance Measures	**Performance Measures**		
	2007-08	2008-09	2009-2010
Continued oversight to ensure LegaciesNow funding achieves policy objectives	BC athletes preparing for 2010 receive specified coaching and sport science support.	BC athletes preparing for 2010 receive specified coaching and sport science support.	More British Columbians are on Team Canada and on 2010 podium.
Branch works with Ministries of Health Services, Education, and other Ministries on government wide health initiative. (with 2010 LegaciesNow as key programs deliverer). (Note: funding from Health Services is committed up until 2010.)	Action Schools BC, Active Communities and BC Babies initiatives successfully sustained.	Action Schools BC, Active Communities and BC Babies initiatives successfully sustained.	Action Schools BC, Active Communities and BC Babies initiatives successfully sustained. 20% (from 2004 target) reduction in physical inactivity achieved through government-wide support of physical activity initiatives.
Prepare highly competitive Team BC for national games through development of mission staff, overseeing Team BC administration, supporting sport health (through LN funding).	Preparation for 2009 Canada Summer Games. (appointing and training mission staff, contracting through LN for sport science and medical support)	Preparation for 2009 Canada Summer Games. (appointing and training mission staff, contracting through LN for sport science and medical support)	Team BC places 2nd at 2009 Canada Summer Games. Preparation for 2011 Western Canada Summer Games team and 2011 Canada Winter Games team.

Performance Measures	Performance Measures		
	2007-08	2008-09	2009-2010
Aboriginal Youth FIRST, SportSafe, External Sport Credit Program increases access for British Columbians to participate in sport.	Continued implementation of Aboriginal Youth FIRST Excellence bilateral with Sport Canada; external sport credit program maintained. SportSafe body image component developed.	Aboriginal Team BC selected and prepared for 2008 North American Indigenous Games; prevention module completed, continuation of External Sport Credit program. SportSafe body image component implemented.	Continuation of External Sport Credit program. Aboriginal Youth FIRST Excellence program evaluated.
Bilaterals established between BC and Yukon Territory; BC and Alberta	Joint sport tourism marketing and info sharing network (Alta and Yukon); training reciprocal agreement with Calgary (CODA) 2020 Vision plan developed (to facilitate joint planning for post-2010 facility use)	Joint sport tourism marketing and info sharing network (Alta and Yukon); training reciprocal agreement with Calgary Yukon hosts 2009 Canada Winter Games.	Joint sport tourism marketing and info sharing network with Alberta; training reciprocal agreement with Calgary
Increased federal resources for British Columbia's sport system.	Branch staff on Interprovincial Sport and Recreation Council; F-PT Sport / F-PT Physical Activity and Recreation Committees. Develop bilateral agreement(s) with Sport Canada	Bilateral agreements with Sport Canada implemented. Staff continue to take leadership roles @ various F-P/T tables.	Bilateral agreements with Sport Canada implemented. Staff continue to take leadership roles @ various F-P/T tables.

Performance Measures	Performance Measures		
	2007-08	2008-09	2009-2010
Branch staff work in partnership with other Ministries to ensure sport interests are considered in government decision-making.	Increase (or maintenance) in government resources going to sport through gaming, infrastructure, community, school funding. Government resources and activities (other ministries) are aligned with *BC's Policy on Sport and Physical Activity* and Branch strategies.	Increase (or maintenance) in government resources going to sport through gaming, infrastructure, community, school funding. Government resources and activities (other ministries) are aligned with *BC's Policy on Sport and Physical Activity* and Branch strategies.	Increase (or maintenance) in government resources going to sport through gaming, infrastructure, community, school funding. Government resources and activities (other ministries) are aligned with *BC's Policy on Sport and Physical Activity* and Branch strategies
British Columbia hosts 2011 Western Canada Summer Games	Host community is provided funding and guidance for 2011 Western Canada Summer Games preparation	Host community is provided funding and guidance for 2011 Western Canada Summer Games preparation	Host community is provided funding and guidance for 2011 Western Canada Summer Games preparation
Provide oversight and staff expertise for government's investment in international hosting efforts.	Ongoing preparation support to 2008 North American Indigenous Games; 2009 World Police and Fire Games. Participate in the development of post-2010 Olympic and Paralympic Games wind-down and transition plans.	2008 North American Indigenous Games are successfully staged. Oversee that 2008 NAIG legacy plan is implemented and post-Games audit is monitored.	2009 World Police and Fire Games are successfully staged (on time and on budget) Oversee that 2009 World Police and Fire Games legacy plan is implemented and post-Games audit is monitored. 2010 Olympic and Paralympic Games are successfully staged (on time and on budget)

Resources Required	Operating Expense		
	2010-11	2011-12	2012-13
FTEs: 7	$12.9 million	$12.9 million	$12.9 million
Performance Measures	**Performance Measures**		
	2010-11	2011-12	2012-13
BC hosts the 2011 Western Canada Summer Games	Host community receives funding and guidance to prepare Games.	Host community stages successful Games (on time and on budget)	Legacies from 2011 Western Canada Summer Games benefit sport and host community.
Provide oversight and staff expertise for government's investment in international hosting efforts.	Assist in wind-down of 2010 Olympic and Paralympic Winter Games; implement Legacy Plan for sport; participate in post-Games operational audit	Assist in wind-down of 2010 Olympic and Paralympic Winter Games; implement Legacy Plan for sport; participate in post-Games operational audit	Complete transition to entity responsible for maintaining Games legacies.
Increased federal resources for British Columbia's sport system.	Branch staff on Interprovincial Sport and Recreation Council; F-PT Sport / F-PT Physical Activity and Recreation Committees. Develop bilateral agreement(s) with Sport Canada	Bilateral agreements with Sport Canada implemented. Staff continue to take leadership roles @ various F-P/T tables.	Bilateral agreements with Sport Canada implemented. Staff continue to take leadership roles @ various F-P/T tables.
Prepare highly competitive Team BC for national games through development of mission staff, overseeing Team BC administration, supporting sport health (through LN funding).	Preparation for 2011 Canada Western Summer (appointing and training mission staff, contracting through LN for sport science and medical support). Team BC places first in 2011 Canada Winter Games.	Team BC places 1st at 2011 Canada Western Summer Games. Preparation for Team BC for 2013 Canada Summer Games.	Preparation for Team BC for 2013 Canada Summer Games.

Performance Measures	Performance Measures		
	2010-11	2011-12	2012-13
Branch staff work in partnership with other Ministries to ensure sport interests are considered in government decision-making.	Increase (or maintenance) in government resources going to sport through gaming, infrastructure, community, school funding. Government resources and activities (other ministries) are aligned with *BC's Policy on Sport and Physical Activity* and Branch strategies.	Increase (or maintenance) in government resources going to sport through gaming, infrastructure, community, school funding. Government resources and activities (other ministries) are aligned with *BC's Policy on Sport and Physical Activity* and Branch strategies.	Increase (or maintenance) in government resources going to sport through gaming, infrastructure, community, school funding. Government resources and activities (other ministries) are aligned with *BC's Policy on Sport and Physical Activity* and Branch strategies